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1947

COUGHLIN GARDENS

Present

PLANT JEWELS

from

“The Land of Shifting Sand”

COUGHLIN GARDENS

408 Lincoln Avenue

Michigan City, Indiana

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U. S. Department of Agriculture

INTRODUCTION

Coughlin Gardens—The hobby of one man, are offering for 1947 what we believe to be outstanding plants and seedlings in Hemerocallis, Oriental Poppies, Dianthus, Iris and Chrysanthemums. The latter is not our origination but we are proud to be privileged to offer it to the general public. It has a fascinating history equalled only by its dusky beauty.

Located in the picturesque sand dunes region of Northern Indiana at Michigan City - the home of the International Friendship Gardens, just a few blocks from the shores of Lake Michigan, we grow our seedlings in rich sand, well watered and well fertilized and all descriptions of plants are based on results of these conditions. Few plants will do their best if neglected, half-starved and thirsty.

Spring, while beautiful — comes late to the Dunes Country and while there are times we can dig and ship in March, it is usually April before conditions become settled.

All seedlings at \$10.00 and over are sold on a money back guarantee! All orders amounting to \$3.00 are prepaid. Less than this, unless otherwise stated, please add 25c to help cover cost of packing and shipping. Send check, money order or draft. Please do not send currency. Stamps accepted for small amounts. All orders promptly acknowledged.

In common with other plant breeders we have hundreds of seedlings of Hemerocallis and Oriental Poppies that will never be named nor introduced. Lacking in some respect the one quality to be an outstanding flower, these are offered to garden lovers who want good varieties for color and cutting at a nominal price. Should you be interested - please write us. We feel sure we can please you.

We suggest that you visit our garden, if possible, during Poppy Time - usually May 20th, to June 20th. A few seedling Iris are in bloom at the same time as are Azaleas, Daisies, Dianthus and the possibility exists that some of the giant white Columbines and green back Trumpet Lilies may be in bloom at that time. Hemerocallis follow in July and August.

DIANTHUS — Garden Pink

Coughlin's Burgundy Rose—A 1946 introduction.

Lovely colors—richly zoned. 16" tall, blooms 1¼" to 1½" in diameter of clear rose-pink, fringed and zoned velvety maroon-red giving effect of two "eyes" on each petal. Very fragrant, free blooming and a good cut flower. If you like color and fragrance—try this.

Each — 50c. Three — \$1.25 prepaid.

ORIENTAL POPPIES

Our original breeding stock was a watermelon-pink of cupped type that bloomed pink in Spring and white in the Autumn - crossed with an orange - scarlet with silky sheen in the cup-in-saucer type, a seedling grown from seed from A. E. Kunderd. From this cross we have hundreds of seedlings to choose from, most of them in the heavy petaled cup-in-saucer type. The petals are like cardboard and stand any weather conditions.

There are purest whites, flesh, lilac, lavender pink, pure pink, rose, mulberry, mulberry red, gypsy - purple and near lavender-gray; many with the centers strikingly marked rivaling the sunset in their beauty - Big spots, Little spots, black and purple on red, purple or maroon base which is solid colored or rayed. Petite whites with rosy rays, giant whites with deep-purple spots on a rose-rayed base lighting up the entire bloom. There are cold whites, tinted whites, whites with ivory edge and Translucent lovelies that are living elves of Spring.

This past season a break occurred. A giant rose-red in C-I-S type with silky finish on ramrod stems. Black base with great feathered arrows of black $\frac{3}{4}$ " wide reaching for the petals' edge. A showy sunset red filling in the lower half between the arrows.

From the above seedlings we offer the finest Lilac-pink or Lavender-pink which we have had under observation for 3 years and naming it for one who has passed on to more glorious gardens, my mother—

Mrs. Mary Coughlin — A Masterpiece!

May 28 to June 14, 1946,

16 buds to a two year clump. Large; 6" to 8" very heavily creped blooms of heavy substance held upright on 38" to 40" ram-rod stems—branching on established clumps.

Depending on the weather, color opens a true Lilac-pink with red basal rays or a Lavender-pink with a Lavendar cast in bright sunlight and a white center with Lilac-purple rays. Reaches its greatest depth of color in partial shade but we grow it in sun and shade. Lasts long as a cut flower if kept cool. Try this for a choice spot in your garden.

Large, sure to bloom plants freshly dug in late August or early September and sold under a money back guarantee. If you are not satisfied when it blooms in your garden, write us and we will refund your money.

Each, prepaid\$10.00

HEMEROCALLIS — Daylilies

The present unprecedented demand for Hemerocallis in the newer colors such as reds, pinks, purples, bicolors, etc., has resulted in the country being flooded with a lot of varieties that are different from—but not as good, as our native species.

Lacking in perfection of form, clear colors, or amount of bloom, everything is being thrown on the market either named or in mixture. Unfinished in many ways, they should really go on the compost heap.

The Coughlin strain of Hemerocallis is distinct and different from any strain in the country today.

No other breeder's varieties have been used and all have originated from a source different than other strains.

Distinguished by their round-the-clock blooming period, their ramrod stems, large amount of blooms, perfection of form and bold clumps of deep green healthy foliage, they have puzzled the experts and created wonder as to how they were produced.

Increasing in beauty each year they require no staking and may be enjoyed in the cool of the morning, the heat of the day and the quiet of the evening. For lighted gardens nothing in the floral line equals them. They dominate the garden when few flowers are in bloom. As cut flowers they hold up perfectly and under artificial light are lovely.

While there are many under observation we offer the first of the Coughlin strain below—

COUGHLIN'S BARBERRY RED

A most beautiful and showy Barberry red with black overlay and satin sheen. Large, deep-yellow throat shading to greenish-yellow at base of flower, un-marred by any throat markings.

4½" blooms of cardboard substance, perfectly recurved with sepals rolled at tips growing on stout 52" branching stems bearing 38 to 43 buds and a garden picture from July 1 to August 16, 1946.

Opens from 10 p. m. to midnight and each bloom stays open from 22 to 24 hours meeting the newly opened blooms.

As symmetrical as a true Lily! Each division blooming and holding the color in sun or shade. Perfect breeder. Described by garden visitors as "Mahogany Rose" or "Deep Rose-wood Red". This resembles satin, changing reflections with each movement.

May be seen in the test garden of The Midwest Hemerocallis Society at Shenandoah, Iowa and The Daisy Ferrick Gardens at Topeka, Kansas.

Sold on a money back guarantee. If, after blooming in your garden you feel dissatisfied, return the plant and increase to us and we will refund your money.

Husky divisions — Prepaid.....\$15.00

HEMEROCALLIS

BRILLIANTO —

A Fulva hybrid Day bloomer, dawn to 7 p.m. 21 buds. July 10 to August 11, 1946. Wide-spread blooms 5½" to 6" on slender 36" branching stems. Brilliant Orange-Scarlet with yellow medial line and an intense green-yellow throat edged yellow. A big broad and very showy "V" of purple-red separates the orange-scarlet of the petals from the vivid throat.

Visualize this if you can! Orange Scarlet, green-yellow and purple-red. None more showy! A sure bloomer. Every division blooms. Fast multiplier propagating both by runner and division. In mass planting an arresting sight.

Each — Strong plants. Prepaid.....\$6.00

DUNELAND GLORY — Evening bloomer.

July 1 to August 16, 1946. 54" Pale, smooth Lemon-yellow unfolding in great strap-like petals 6" in diameter in the early evening and closing about 8 a. m. Variable, however. Sometimes remaining open till noon or later. 14 to 21 buds on slender upright branching stems.

This takes two years to establish but is the one garden visitors come to see in the cool of the evening. One of our best breeders and the parent of many good ones now under observation.

Each — Strong divisions. Prepaid.....\$3.00

CHRYSANTHEMUMS

Nearly 60 years ago in Oregon a flower lover named Ella Garrett grew a chrysanthemum from seed. Carefully cherished in the family this seedling was at last brought to the Middle West by her daughter, Mrs. Lyman McKee, herself a gracious flower lover who gave it the care such a jewell deserved.

In their beautiful terraced garden among many varieties of Chrysanthemums it was conspicuous. After growing it for two years I marveled that such a beauty had not been given the recognition it deserved and received permission to introduce it. Mrs. McKee naming it after her honored, deceased mother —

ELLA GARRETT.

An Aristocrat!
Rich - Striking - free-

blooming. 3" to 4½" fully double blooms center incurved, outer petals reflexed of a deep, dark red with black sheen. Growing on strong sturdy 36" stems with beautiful foliage. High center. In full glory here by October 5th to 15th. Perfectly hardy. Same rich coloring as World's Fair rose. There is none like it! Should be disbudded for exhibition blooms. For the garden pinch out the center once and disbud side shoots to one bud. Husky started outdoor plants shipped in May.

Each - 75c. Three - \$2.00. Dozen - \$6.00. All prepaid.

CHRYSANTHEMUMS

LAVENDER — This came to us as Lavender - Lady. The same lovely coloring as Mary Coughlin poppy. Lilac-pink or Lavender-pink blooms 3½" to 5" in diameter fully double, medium high center on strong 36" stems. In full bloom here before October 15. This is a gorgeous thing in the garden and lovely as a cut flower in the home. For the garden pinch out the center once and allow one bloom to each side shoot. Don't allow over five blooms for best results. Disbudded to one bud and staked, exhibition blooms 6" in diameter are possible! Plants in bloom or cut flowers sell on sight. Perfectly hardy. Stock is limited. Shipped early in May. Each - **75c**. Three - **\$2.00**. Postpaid, or Two Ella Garrett and one Lavender may be ordered for **\$2.00** postpaid.

IRIS

Royalty — Rich purple bi-color, perfect branching. 41" tall. May 17th on. 'S' Incurved pyramid of royal-purple. 'F' Deep velvety brown-purple. Appears black when opening. Brown-purple veining at base on white ground. Has a distinctive richness. Most purples are dwarf but not this one. This is one visitors pick out at once. Try this with your roses or poppies.

Each, postpaid.....**\$2.00**

MUGHO PINES — The candle-stick evergreen Dwarf mountain pine seldom grows over 4 feet tall but may be that wide. In the Spring the new growth looks like tiny candles. May be kept dwarf by shearing. A delight for the rock garden among the dwarfs. Twice transplanted dwarfs 4" to 6" **50c** each. 8" to 10" **75c** each.

10" to 12" each.....**\$1.00**

Measurements refer to diameter of spread.

DAISIES — Mrs. L. C. Bell — Selected form.

This selected form has been a consistent money maker for us as a cut flower. Last year a bed 8' by 30' brought in \$38.00 for cut flowers. Plants always sell when in full bloom. Blooms are nearly 4" in diameter, pure white with yellow disc center ¾" in diameter. Grows 24" tall on strong stems and has been a recurrent bloomer. A wonderful cut flower always in demand. Blooms from late May onward. As a garden clump it is hard to beat. Single divisions - **35c** each. Clump of 4 to 6 divisions **85c** each.

In addition to what we have listed above we have Platycodon in blue and lavender shades nearly 4" across, Lilies in Coral, Red Umbellatum, Regal, Superbum x Willomottii cross, Henryi and the Giant Centifolium Hybrids with green backs. Azaleas in variety - other Mums, Lavender-blue Altheas, (seedlings) varieties of native flowers and as always seed of our famous hollyhocks, all doubles in many shades and colors.

